

Mexico – Puebla

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Mexico – Puebla GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Mexico could include in a comprehensive tobacco control program.

The Mexico – Puebla GYTS was a school-based survey of students in Primero en secundaria, Segundo de secundaria, and Tercero de secundaria conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Puebla. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 95.8%, the student response rate was 88.3%, and the overall response rate was 84.6%. A total of 1,888 students participated in the Mexico – Puebla GYTS.

Prevalence

55.6% of students had ever smoked cigarettes (Boy = 58.1%, Girl = 52.0%)
 29.9% currently use any tobacco product (Boy = 30.0%, Girl = 28.4%)
 25.4% currently smoke cigarettes (Boy = 25.3%, Girl = 23.9%)
 9.6% currently use other tobacco products (Boy = 10.9%, Girl = 8.0%)
 30.4% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

27.9% think boys and 35.3% think girls who smoke have more friends
 18.5% think boys and 28.2% think girls who smoke look more attractive

Access and Availability - Current Smokers

14.6% usually smoke at home
 38.4% buy cigarettes in a store
 55.7% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

40.7% live in homes where others smoke in their presence
 48.2% are around others who smoke in places outside their home
 83.8% think smoking should be banned from public places
 68.3% think smoke from others is harmful to them
 47.5% have one or more parents who smoke
 58.5% have most or all friends who smoke

Cessation - Current Smokers

48.9% want to stop smoking
 57.3% tried to stop smoking during the past year
 71.3% have ever received help to stop smoking

Media and Advertising

82.6% saw anti-smoking media messages, in the past 30 days
 85.4% saw pro-cigarette ads on billboards, in the past 30 days
 75.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 18.6% have an object with a cigarette brand logo
 12.6% were offered free cigarettes by a tobacco company representative

School

56.7% had been taught in class, during the past year, about the dangers of smoking
 33.5% had discussed in class, during the past year, reasons why people their age smoke
 48.7% had been taught in class, during the past year, the effects of tobacco use

Highlights

- Almost 3 in 10 students currently use any form of tobacco; one quarter of the students currently smoke cigarettes; 9.6% currently use some other form of tobacco.
- ETS exposure is high – over 4 in 10 students live in homes where others smoke and almost 5 in 10 are exposed to smoke around others outside of the home; almost half of the students have a parent who smokes and over half of the students have friends who smoke.
- Approximately 7 in 10 students think smoke from others is harmful to them.
- Almost half of the current smokers want to stop smoking.
- 12% of the students were offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Over 8 in 10 students saw pro-cigarette ads in the past 30 days.